Pittsburgh Region: 25% Promoted Volume Plan

SIS Information

Determining Controllable CIV

	CIV	% Total	PMX/ Lockout CIV	Low Volume CIV
Convenience/Gas	1,100,630	44%	123,160	71,177
Supermarkets	568,856	23%	91,936	3,309
Other Outlets	694,370	28%	48,332	127,191
Cigarette Tobacco Stores	122,658	5%	963	0
Total	2,486,514	100%	264,391	201,407

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% Promoted Volume Plan

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SIS Information

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Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

PV Targets *AIM SOM/Weekly Data*

Outlet Type	Total CIV	*Winston*		*Salem*		*Camel XNF*		*Total*	
		Total	Target	Total	Target	Total	Target	Total	Target
Convenience/Gas	1,100,630	68899	17225	47217	11804	57783	14446	173900	43475
Supermarkets	568,856	42437	10609	35554	8888	16667	4167	94658	23664
Other Outlets	694,370	46176	11544	37079	9270	24650	6163	107905	26976
Cig. Tobacco Stores	122,658	9690	2422	6611	1653	5152	1288	21453	5363
TOTAL	2,486,514	167202	41800	126461	31615	104252	26063	397915	99479

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

PV Targets

AIM SOM/Weekly Data

WINS SALE CAMEL

CG	**6.26%**	**4.29%**	**5.25%**
SM	**7.46%**	**6.25%**	**2.93%**
OO	**6.65%**	**5.34%**	**3.55%**
CTS	**7.90%**	**5.39%**	**4.20%**

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

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Adjusted PV Targets

1/28/97

Outlet Type	Controlled CIV	25% PV Target			% PV to Hit Target		
		Winston	Salem	Camel	Winston	Salem	Camel
Convenience/Gas	906,293	17,225	11,804	14,446	30%	30%	30%
Supermarkets	473,881	10,609	8,888	4,167	30%	30%	30%
Other Outlets	518,847	11,544	9,270	6,163	33%	33%	33%
Cig. Tobacco Stores	121,695	2,422	1,653	1,288	25%	25%	25%
TOTAL	2,020,716	41,800	31,615	26,063	31%	31%	31%

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

Adjusted PV Targets

1/28/97

WINSTON	SALEM	CAMEL
56734	38,880	47,580
35,352	29,618	13,885
34,503	27,706	18,419
9,614	6,559	5,111
136,203	102,763	84,995

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

Adjusted PV Targets

1/28/97

Outlet Type	Controlled CIV	25% PV Target			% PV to Hit Target		
		Winston	Salem	Camel	Winston	Salem	Camel
Convenience/Gas	906,293	17,225	11,804		30%	30%	39%
Supermarkets	473,881		8,888		30%	30%	0%
Other Outlets	518,847	11,544	9,270		33%	33%	33%
Cig. Tobacco Stores	121,695	2,422	1,653	1,288	25%	25%	25%
TOTAL	2,020,716	41,800	31,615	26,063	31%	31%	31%

- Camel supermarket goal shifted to Convenience/Gas.

- Winston supermarket and Camel other outlet short falls will be covered by CTS 50% levels.

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

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Adjusted PV Targets

1/28/97

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

Adjusted PV Targets

1/28/97

WINSTON	SALEM	CAMEL
56734	38,880	47,580
35,352	29,618	13,885
34,503	27,706	18,419
9,614	6,559	5,111
136,203	102,763	84,995

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% PV Plan

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Adjusted PV Targets

1/28/97

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% Promoted Volume Plan

Price Gap Grids

	WINSTON			CAMEL		
	C/G	SM	OO	C/G	SM	OO
1729	X		X	X		X
1730	X	X	X	X		
1732	X		X	X		
1733	X		X	X		X
1738	X	X	X	X		

Note: Winston Supermarket and Camel Other Outlet "gaps" will be partially covered by Retail Accrual Dollars - - PM Defense (23%). Remainder will be covered by CTS 50% PV levels.

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% Promoted Volume Plan

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Pittsburgh Region: 25% Promoted Volume Plan *(Annualized)*

Accrual Coverage Based on $2.50 AFV

Adjusted Target To 50% PV

	Convenience/Gas				*Supermarkets*				*Other Outlets*				*Cigarette Tobacco Stores*			
	CIV Target	Accrual Coverage	# Gap Cartons	Gap $$ Needed	CIV Target	Accrual Coverage	# Gap Cartons	Gap $$ Needed	CIV Target	Accrual Coverage	# Gap Cartons	Gap $$ Needed	CIV Target	Accrual Coverage	# Gap Cartons	Gap $$ Needed
Camel	967,876				0				320,476				133,952			
Winston	895,700				551,668				600,288				251,338			
Salem	613,808				462,176				482,040				171,912			
Totals	2,477,384	1,519,561	957,823	$2,394,558	1,013,844	863,976	149,868	$374,670	1,402,804	447,371	955,433	$2,388,583	557,752	169,676	388,076	$970,190
PV %		***16.80%***				***17.55%***				***8.00%***				***15.20%***		

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Sheetz

PV% Accrual

1/28/97

CATEGORY	CPW	% of Totals
Total Volume	663	
RJR Volume	330	50%
Winston Volume	34	5.05%
Camel XNF Volume	32	4.88%
Salem Volume	22	3.24%

AFV: $2.50

Retail Accrual	Non-Match	Match
LEVEL 1	16%	23%
LEVEL 2	39%	54%
LEVEL 3	54%	

38	*10*	*7*

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Sheetz

PV% Accrual

1/28/97

CATEGORY	WEEK	MONTH	YEAR
TOTAL VOLUME	663	#REF!	34476
RJR VOLUME	330	#REF!	17160
WINSTON VOLUME	34	#REF!	1768
CAMEL XNF VOLUME	32	#REF!	1664
SALEM VOLUME	22	#REF!	1144
WINSTON AFV	2.5		
CAMEL XNF AFV	2.5		
SALEM AFV	2.5		

TOTAL W.S,C VOLUME
4576

CATEGORY	NON	MATCH	NON (YEAR)	MATCH(YEAR)
LEVEL 1	148	222	1776	2664
LEVEL 2	369	516	4428	6192
LEVEL 3	516	700	6192	8400

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

"Average" Independent

Convenience Gas

1/28/97

CATEGORY	CPW	% of Totals
Total Volume	160	
RJR Volume	46	29%
Winston Volume	10	6.26%
Camel XNF Volume	7	4.29%
Salem Volume	8	5.25%

AFV: $2.50

Retail Accrual	Non-Match	Match
LEVEL 1	7%	11%
LEVEL 2	18%	25%
LEVEL 3	25%	
		18 5 2

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

"Average" Independent

Convenience Gas

1/28/97

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

"Average" Independent

Convenience Gas

1/28/97

CATEGORY	WEEK	MONTH	YEAR
TOTAL VOLUME	160	688	8320
RJR VOLUME	46	198	2392
WINSTON VOLUME	10	43	520
CAMEL XNF VOLUME	7	30	364
SALEM VOLUME	8	34	416
WINSTON AFV	2.5		
CAMEL XNF AFV	2.5		
SALEM AFV	2.5		
WEEKS IN MONTH	4.3		

TOTAL W,S,C VOLUME
1300

CATEGORY	NON	MATCH	NON (YEAR)	MATCH(YEAR)
LEVEL 1	20	30	240	360
LEVEL 2	49	69	588	828
LEVEL 3	69	94	828	1128

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

"Average" Independent

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Convenience Gas

1/28/97

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

All Outlets

	4 WK Jan 96	*5 WK Feb 96*	*4 WK Mar 96*	*4 WK Apr 96*	*5 WK May 96*	*4 WK Jun 96*	*4 WK Jul 96*	*5 WK Aug 96*	*4 WK Sep 96*	*4 WK Oct 96*	*5 WK Nov 96*	*Average*
RJR FP	**12.17**	**12.97**	**16.50**	**13.34**	**10.08**	**17.05**	**18.20**	**13.86**	**15.71**	**19.52**	**17.83**	
Camel XNF	**19.51**	**18.94**	**17.68**	**15.92**	**12.43**	**18.45**	**24.86**	**13.42**	**16.26**	**16.64**	**15.44**	
Salem	**6.66**	**13.48**	**16.19**	**9.65**	**8.31**	**14.60**	**12.92**	**15.31**	**15.35**	**24.47**	**20.68**	
Winston	**15.76**	**13.21**	**20.53**	**18.29**	**13.19**	**22.93**	**22.99**	**16.82**	**20.10**	**22.97**	**21.69**	
Marlboro	6.06	1.53	8.12	15.46	2.85	10.25	14.72	2.78	2.10	5.36	9.37	**7.15**
Kool	7.76	11.05	10.75	12.51	21.61	20.63	15.00	24.67	15.48	25.60	25.22	**17.30**
Newport	9.17	12.43	9.38	9.52	9.05	10.22	7.86	13.75	9.29	15.68	13.56	**10.90**
Doral	34.84	36.18	28.57	26.63	22.62	35.99	29.83	38.33	35.51	35.40	44.21	**33.46**
Basic	6.35	2.61	6.72	6.27	1.82	12.75	14.51	4.70	17.53	17.71	9.94	**9.18**
GPC	25.98	39.18	32.19	38.36	30.22	31.80	35.43	39.83	40.09	41.03	38.47	**35.69**

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

Convenience/Gas

	4 WK Jan 96	*5 WK Feb 96*	*4 WK Mar 96*	*4 WK Apr 96*	*5 WK May 96*	*4 WK Jun 96*	*4 WK Jul 96*	*5 WK Aug 96*	*4 WK Sep 96*	*4 WK Oct 96*	*5 WK Nov 96*	*Average*
RJR FP	**14.98**	**16.04**	**12.12**	**10.02**	**8.34**	**9.12**	**14.62**	**9.48**	**10.76**	**14.29**	**10.57**	
Camel XNF	**23.85**	**25.97**	**14.29**	**16.74**	**15.64**	**13.86**	**22.25**	**12.17**	**14.54**	**16.03**	**16.17**	
Salem	**7.03**	**15.84**	**10.41**	**5.67**	**2.53**	**6.63**	**2.74**	**7.27**	**9.40**	**16.01**	**10.47**	
Winston	**17.50**	**12.94**	**14.35**	**10.94**	**9.32**	**9.51**	**19.53**	**10.51**	**11.06**	**14.73**	**8.30**	
Marlboro	7.61	2.09	6.21	18.77	3.97	5.61	9.88	3.85	1.99	2.50	2.74	**5.93**
Kool	4.57	3.96	3.56	9.76	15.52	18.27	11.49	16.30	14.27	27.92	17.54	**13.01**
Newport	7.75	12.13	11.08	10.38	8.09	11.97	6.29	11.88	7.80	14.83	13.16	**10.49**
Doral	38.29	41.24	12.67	16.37	7.30	26.17	10.04	10.75	10.78	9.78	29.40	**19.34**
Basic	3.34	0.53	2.29	1.61	0.12	6.20	7.84	0.00	4.06	14.28	8.32	**4.42**
GPC	7.81	44.44	12.55	39.04	7.60	11.27	3.75	8.63	8.31	11.90	30.66	**16.91**

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

Convenience/Gas

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Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

Supermarkets

	4 WK Jan 96	5 WK Feb 96	4 WK Mar 96	4 WK Apr 96	5 WK May 96	4 WK Jun 96	4 WK Jul 96	5 WK Aug 96	4 WK Sep 96	4 WK Oct 96	5 WK Nov 96	Average
RJR FP	**11.04**	**8.76**	**21.92**	**16.40**	**13.19**	**29.95**	**23.33**	**12.87**	**18.83**	**28.13**	**28.44**	
Camel XNF	**12.29**	**7.77**	**23.20**	**10.09**	**4.67**	**26.48**	**31.83**	**8.66**	**9.11**	**9.25**	**13.05**	
Salem	**7.93**	**12.28**	**21.31**	**15.12**	**18.91**	**29.31**	**19.29**	**19.52**	**20.37**	**40.43**	**35.84**	
Winston	**16.86**	**9.21**	**29.30**	**25.01**	**16.71**	**42.88**	**31.25**	**13.88**	**29.25**	**36.11**	**38.48**	
Marlboro	5.52	1.83	15.05	11.62	1.39	16.79	18.93	0.97	5.04	9.80	11.80	**8.98**
Kool	9.61	18.22	15.59	18.92	29.92	36.95	24.98	32.44	18.90	23.69	18.59	**22.53**
Newport	13.95	17.36	11.00	6.75	10.53	11.24	10.33	16.15	18.30	16.67	19.29	**13.78**
Doral	18.96	24.46	24.30	26.88	25.93	38.91	37.10	31.36	30.26	37.63	32.22	**29.82**
Basic	11.69	7.38	12.09	11.06	6.22	21.00	21.96	7.47	34.31	23.47	12.15	**15.35**
GPC	14.93	23.17	25.59	26.16	30.93	31.49	42.55	34.64	28.85	24.89	22.01	**27.75**

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

Supermarkets

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Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

Other Outlets

	4 WK Jan 96	*5 WK Feb 96*	*4 WK Mar 96*	*4 WK Apr 96*	*5 WK May 96*	*4 WK Jun 96*	*4 WK Jul 96*	*5 WK Aug 96*	*4 WK Sep 96*	*4 WK Oct 96*	*5 WK Nov 96*	*Average*
RJR FP	**8.66**	**11.88**	**18.40**	**16.13**	**10.14**	**18.91**	**20.07**	**21.62**	**21.38**	**21.93**	**22.04**	
Camel XNF	**13.87**	**9.94**	**21.65**	**17.79**	**10.42**	**24.76**	**26.70**	**18.75**	**24.85**	**22.70**	**14.82**	
Salem	**4.75**	**11.29**	**19.08**	**10.24**	**5.69**	**10.89**	**21.01**	**22.71**	**18.89**	**23.12**	**22.28**	
Winston	**12.11**	**17.33**	**22.27**	**24.57**	**16.69**	**28.54**	**22.59**	**28.85**	**27.92**	**27.01**	**31.12**	
Marlboro	3.06	0.14	6.46	11.24	1.74	15.16	22.49	1.83	0.13	8.04	20.42	**8.25**
Kool	10.58	14.27	16.25	12.05	23.03	12.69	13.49	30.32	15.37	23.48	37.89	**19.04**
Newport	8.64	10.47	6.52	9.59	9.56	7.67	8.93	15.23	7.52	16.46	11.28	**10.17**
Doral	45.91	41.84	49.08	35.41	36.22	44.79	48.08	67.29	60.86	54.93	63.30	**49.79**
Basic	6.06	1.13	10.45	12.27	0.35	17.53	21.97	12.54	27.58	18.97	10.96	**12.71**
GPC	49.01	46.54	50.12	45.59	42.89	45.04	53.47	59.03	64.20	68.66	54.32	**52.62**

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

Marlin

Pittsburgh Region: Promoted Volume
% Volume with Coupon/Discounting

Other Outlets

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Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

South Pittsburgh

Convenience/Gas *PV Guide*

173201	A24	338418	Fast Food Supermarket	837 W MAIN ST	Grafton	WV	76	7	5	4
173201	A24	697333	Family Market 50/250	RT 50 & 250	Grafton	WV	76	7	5	4
173201	A24	846121	Bruceton Mills Grocery	MORGANTOWN AVE	Bruceton Mills	WV	120	11	8	7
173201	A12	444213	Little Sandys	P. O. BOX 133	Bruceton Mills	WV	146	13	10	8
173201	A12	660862	Valley Point	RR 1 BOX 20	Albright	WV	79	7	6	4
173201	A12	245660	BFS Foods Westover	RR 13 BOX 3	Westover	WV	108	10	8	6
173201	A12	501730	BFS Foods Mt. Morris	PO BOX 483	Mount Morris	PA	148	13	10	8
173201	A12	846374	BFS Foods Mileground	1766 MILEGROUND	Morgantown	WV	87	8	6	5
173201	A12	846834	BFS Foods Cheat Lake	RR 6 BOX 138	Morgantown	WV	107	9	8	6
173201	A24	329163	Gas N More	RT 7	Reedsville	WV	78	7	6	4
173201	A24	491122	Albright Kwik Stop	RR 1 BOX 20	Albright	WV	125	11	9	7
173201	A24	646874	Kingwood Kwik Stop	215 W MAIN ST	Kingwood	WV	125	11	9	7
173201	A24	846384	D&M East End Mart.	411 E MAIN ST	Kingwood	WV	167	15	12	9
173201	A24	558781	Shop and Gas Food	RT 7 & DOGTOWN	Manoun	WV	650	57	46	36
173201	A12	846973	Toot N Scoot #16	RR 6 BOX 66	Waynesburg	PA	384	34	27	21
173201	A24	310345	Food Depot	206 W HIGH ST	Waynesburg	PA	155	14	11	9
173201	A24	558640	Pejack's Atlantic	10 E GREENE ST	Waynesburg	PA	465	41	33	26
173201	A24	501758	77 Market	RD # 1	Waynesburg	PA	180	16	13	10
173201	A24	846829	Medicine Mine	ROUTE 88 S.	Carmichaels	PA	255	22	18	14
173201	A12	536675	Junction Deli Stop	RT. 21	Carmichaels	PA	101	9	7	6

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

South Pittsburgh

Convenience/Gas

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

South Pittsburgh

Convenience/Gas

PV Guide

[redacted]

5.25% 5.47% 4.29%

Source: https://www.industrydocuments.ucsf.edu/docs/sbnf0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0500

North Pittsburgh

Supermarkets *PV Guide*

173001	C12	221328	Emlenton IGA	River Street	Emlenton	PA	305	29	25
173001	C24	221329	Bi Lo #726	111 Mill St.	Grove City	PA	1400	104	113
173001	C12	336600	Rodgers Comet	Drawer M, Rt. #68	Parker	PA	305	23	25
173001	C24	605086	Shop N Save	601 Hansen Ave	Butler	PA	483	36	39
173001	C24	671596	Giant Eagle #681	200 Sugar Creek	Franklin	PA	449	33	36
173001	C24	691201	Giant Eagle #606	Rt. 173, Box 200H	Slippery Rock	PA	485	36	39
173001	C24	710630	Giant Eagle #675	175 Smock HWY	Meadville	PA	500	37	40
173001	C24	844782	County Market	Rt. 58	Grove City	PA	1400	104	113
173001	C24	425545	Giant Eagle #640	700 Moraine Pointe	Butler	PA	823	61	66
173001	C24	336128	Bi Lo Foods	180 Point Plaz	Butler	PA	597	45	48
173001	C24	474400	Meadville Mall Bi Lo	1101 Conneaut Lake	Meadville	PA	340	25	27
173001	C24	425532	Giant Eagle #626	1521 N. Main St.	Butler	PA	1008	75	81
173001	C12	068817	County Market	660 Terrace St.	Meadville	PA	1222	91	99
173001	C12	844728	Giant Eagle #627	602 E. 2nd St.	Oil City	PA	394	29	32
173001	C24	302188	Shop N Save	1015 Buffalo St.	Franklin	PA	938	70	76
173001	C24	221299	Riverside #704	PO Box 86	Oil City	PA	481	36	39

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

North Pittsburgh

Supermarkets

Source: https://www.industrydocuments.ucsf.edu/docs/ssbn0000

North Pittsburgh

PV Guide

Supermarkets

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7.46% 0.00% 6.25%

Source: https://www.industrydocuments.ucsf.edu/docs/sshn0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssbr0000